

# September 30 through October 2, 2005

Tempe Beach Park

In its 33nd year, Beaudry Way
Out West Oktoberfest is a Tempe
tradition, regularly attracting some
200,000 people over the three day
event. Oktoberfest has something for
everyone – FREE entertainment on
three stages, a traditional Bavarian beer
garden, German favorites like bratwurst
and strudel, lots of FREE activities for
the kids in "Kinderfest", plus games
& carnival rides, arts & crafts and
interactive commercial exhibits.

This large scale free community event is produced entirely by volunteers to raise money for Tempe Sister City's international student/teacher exchange trips and humanitarian projects.













### 2004 Sponsors

#### **Presenting Sponsor**

Beaudry RV

#### Media Sponsors

East Valley Tribune, Fox 10, KTAR, KZON, UPN45

#### Other Major Sponsors

APS, Aquafina, Arizona Lottery, Budweiser, City of Tempe, College Times, Johnsonville, Keller Williams, KFC, Kokopelli Winery, Lipton, Lufthansa, Nationwide Insurance, Nokia, Party Professionals, Paulaner, Pepsi, Safeway, Southwest Ambulance, Washington Mutual

## Sponsorship Opportunities

#### Media

Print advertising, Website, Radio and Television PSA's

#### **Advance Publicity**

Street Banners, Street Signs, Event Tabloid (distribution 200,000), Event Map, Posters, Press Releases

#### **Exclusivity**

#### Drive to Retail

#### On-Site Visibility

Stage & TSC Booth signage, Banners, PA Announcements (three stages), Shuttle PA announcements, Merchandising Booth, Kinderfest passport

#### Sampling

#### Hospitality

VIP Passes, Backstage Passes

### Sponsorship Packages

#### Stage Sponsorship

\$10,000

Main Stage or Polka Stage Sponsorship includes title to the stage, category exclusivity, signage on Main Stage and Polka Stage, print advertising ID, poster ID, Event Tabloid ID, Event Map logo ID,  $\frac{1}{2}$  page four-color advertisement in Event Tabloid, radio PSA ID, banners throughout festival, 10' x 20' booth space (includes canopy), 4 backstage passes to all shows, Passport Stop Logo ID, 10 daily VIP passes, PA announcements from all stages and shuttles.

#### Area Sponsorship

\$3,500 to \$5,000

**Areas:** Community Stage, Family Fun Zone, Carnival, Bakery, Corporate VIP Area, Parade of Nations, Information Booth, Lost Children & First Aid, Baby Changing Area, Volunteer Area, Silent Auction

Area Sponsorship includes exclusive sponsorship of designated area, signage, poster ID, Event Tabloid logo ID, ¼ page black & white advertisement in the Event Tabloid, banners throughout festival, 10' x 10' booth space, Passport Stop Logo ID, PA announcements, four daily VIP passes.

#### Sister City Sponsorship

\$2.500

Sister Cities: Regensberg, Germany; Carlow, Ireland; Beaulieu, France; Lower Hutt, New Zealand; Skopje, Macedonia; Timbuktu, Mali and Zhenjiang, China.

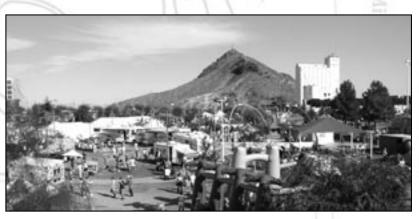
Sister City sponsorship includes Title to designated Sister City, recognition at opening ceremonies, signage at Tempe Sister Cities booth, invitation to Friday night VIP reception, optional participation in Parade of Flags, Event Tabloid Logo ID, ¼ page black & white advertisement in the Event Tabloid, 10' x 10' booth space, Passport Stop Logo ID, PA announcements, two daily VIP passes

#### Merchandising Booth

10' x 20' non-food space [own canopy]
10' x 10' non-food space [own canopy]

\$1,650 \$825





For Sponsorship or Merchandising Booth information: FieldWorks Events & Marketing Inc. 12529 N. 84th Place, Scottsdale, Arizona 85260